

A man and a woman are sitting at a desk, looking at a laptop screen. The man is raising his fist in a celebratory gesture, and the woman is also cheering with her fist raised. They are both smiling broadly, indicating a successful outcome. The background is a bright, out-of-focus window showing trees and sunlight. On the desk, there is a laptop, a yellow mug, and some papers.

How To Win More Business With An Optimized SBA Profile!

Carroll Bernard

President & Co-Founder



www.govology.com



My Experience

- **Over a decade of experience in government acquisition**

- U.S. Navy
- City of Vancouver, WA
- Department of Veterans Affairs
- U.S. Small Business Administration

- **Small Business Owner**

- Waypoint America, LLC
- Govology.com

- **Partnerships & Support**

- Small Business
- 34 Procurement Technical Assistance Centers
 - Non-Profits
 - State Agencies
 - Universities
 - Economic Development Centers
- SBA Grant Funder Partners SBDC, WBC, & VBOCs
- National Contract Management Association
 - Education Partner

- **Certifications (Past and Current)**

- Certified Public Purchasing Officer (CPPO)
- Federal Acquisition Certification in Contracting (FAC-C)
- Federal Contractor Certification (FCC) Program Trainer
- VA CVE Certified Verification Counselor

**What is an SBA Profile
and how can it help me
attract and win more
business opportunities?**

Answers

- All small businesses have an SBA Profile when they register at SAM.GOV.
- Your profile populates in a database called Pronet (also referred to as the DSBS database).
 - The URL for this website is dsbs.sba.gov.
- This database is queried by both federal agencies as well as prime contractors seeking small businesses to help meet contracting goals.
- Over 80% of small businesses have an incomplete, inaccurate, or improperly formatted data in their SBA Profile.

Answers

- If you are in the 80%, you will likely not be invited to participate in certain opportunities.
- Especially important for firms selling products or services in the range of \$3,500.00 - \$25,000.00
 - **What if you are only seeking opportunities over \$25K?**
- Those with optimized profiles have a better chance of receiving invitations to provide a bid, quote, or proposal on opportunities not made available to the general public.

Utah By The Numbers

- Of 3237 profiles listed in the DSBS Database
 - Only 783 firms (24%) have a capabilities narrative
 - 76% missing
 - Only 1129 firms (35%) have a link to their website.
 - Of the 1129 firms with listed URLs, 446 (40%) are improperly formatted.
 - Won't transfer potential customer to website.

Walk Through Scenario



Welcome to the Dynamic Small Business Search

All search form hotlinks open a new browser window.

All form fields that require typing in data have "tooltips" with data format information.



NEW FEATURES FOR MOBILE USERS:

Phone number hotlinks can be used to dial the number on mobile phones.

Address hotlinks can be used to show the address in Google Maps.

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.

Location of Profile

States:

OR - Oregon
PW - Palau
PA - Pennsylvania
PR - Puerto Rico
RI - Rhode Island
SC - South Carolina
SD - South Dakota
TN - Tennessee
TX - Texas
UT - Utah

Searching within a State:

(Requires exactly one state from the State list at left.)

Congressional District: [Help](#)

County: [Lookup](#) [Help](#)

[\(How to make multiple selections.\)](#)

Area Code or Phone Number Initial Fragment

Metropolitan Statistical Area [Help](#)

SBA Servicing Office [Help](#)

Zip Code or Zip Code Initial Fragment

Common Problems To Fix

- SAM Registration Errors
 - False Claim Regarding Size Status
 - Small Disadvantaged Business Most Common
 - Wrong or missing relevant NAICS codes
 - Missing Website URL or Improper Format

Common Problems To Fix

- SBA Profile Errors
 - **Capabilities Narrative**
 - Missing Keywords
 - Missing Bonding Information
 - No Past Performance References

Why Are So Many Profiles Incomplete?

1. Disconnect within SAM to communicate the importance of completing the optional SBA Profile.
2. Contractors don't want to take the time to fill out an “optional profile.”

SBA Profile

[Privacy Statement](#)

([Back to Profile List](#), or use Back button)

Identification, Location & Contacts

This profile was last updated:	08/08/2017
Status:	Active
User ID:	P1169501
Name of Firm:	Navar Inc.
Trade Name ("Doing Business As ..."):	
DUNS Number:	832979327
Parent DUNS Number:	
Address, line 1:	2851 S Tongass Hwy
Address, line 2:	
City:	Ketchikan
State:	AK
Zip:	99901-0000
Phone Number:	703-686-2326
Fax Number:	
E-mail Address:	cluchtefeld@capefoxss.com
WWW Page:	
E-Commerce Website:	
Contact Person:	Chris Luchtefeld
County Code (3 digit):	130
Congressional District:	00
Metropolitan Statistical Area:	
CAGE Code:	5U8L8
Year Established:	1986
Accepts Government Credit Card?:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
GSA Advantage Contract(s):	

(Note: Size information is now under "NAICS Codes with Size Determinations by NAICS", below.)

Incomplete/ Inaccurate Profile

SBA Profile

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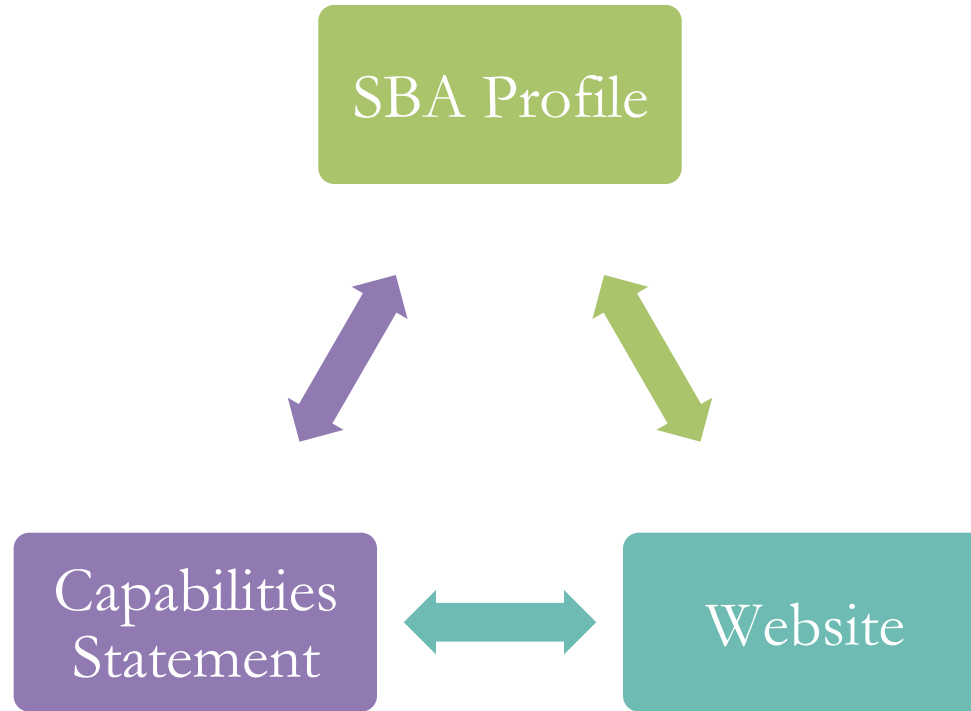
Identification, Location & Contacts

This profile was last updated:	03/23/2017
Status:	Active
User ID:	P1950420
Name of Firm:	AHTNA Environmental, Inc.
Trade Name ("Doing Business As ..."):	
DUNS Number:	079905821
Parent DUNS Number:	078521357
Address, line 1:	19540 International Blvd Ste 201
Address, line 2:	
City:	Seatac
State:	WA
Zip:	98188-5474
Phone Number:	206-299-0601
Fax Number:	206-249-8111
E-mail Address:	bwong@ahtna.net
WWW Page:	
E-Commerce Website:	http://aejak.com/
Contact Person:	Bernie Wong
County Code (3 digit):	033
Congressional District:	09
Metropolitan Statistical Area:	7600
CAGE Code:	7F2S8
Year Established:	2010
Accepts Government Credit Card?:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
GSA Advantage Contract(s):	

(Note: Size information is now under "NAICS Codes with Size Determinations by NAICS", below.)

Sample Profile – Good Example

Pulling It All Together



7 Strategies For Finding And Capturing Opportunities Under \$25k

1. Connect and build relationships with end users.
2. Complete and optimize your SBA Profile.
3. Connect the dots. Profile – Website – Capabilities.
4. Ask where to find opportunities under 25K.
5. Accept government credit cards.
6. Have low risk / low cost options available as a starting point.
7. Keep in touch.

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2. Receive special coupon code for free access to our pro-level training.
3. Have each member of your team create a basic account on Govology.com.
4. Look for communication on upcoming training.
5. Build your mastermind via directory.govology.com

Access This Course Online Demand

Register for free at

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- Video
- Handouts
- Quiz
- Q&A Forum



Questions

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